

**A STUDY ON DEFICIENCY IN SELF SELLING STRATEGY OF MANAGEMENT
GRADUATES OF UTTAR PRADESH**

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Abstract

This paper studies the employability skills i.e. skills that are required to get initial employment by candidate for first time. It is prudent for the development of good and employable management graduates; mainstream education need to be changed according to the need of the corporates. More practical structure should be developed in mainstream education which should be useful for businesses rather than doing something that is only academic and not for professional world. It is thus concluded from the study that there is significant gap in the employability skill-sets of students as against the industry requirement.

Keywords: Employability skills, management graduates, corporate recruiters, skill sets, etc.

1. Introduction

The world of work is in a state of continual change. Career today may involve moving between a number of different job functions and employers, and those jobs and employers are themselves likely to change and develop during the time one is employed in them. For this purpose, one must be able to adapt himself in the changing work environment, should possess a range of skills which would help him to outperform others. While seeking an appropriate candidate, a company may give preference to a candidate with some extra skills which might prove beneficial for them in the course of time.

Employers may look for a range of skills in graduate applicants, many of which are common to a number of different career areas. Those most frequently mentioned are communication, team working, leadership, initiative, problem-solving, flexibility and enthusiasm.

Many skills overlap with one another. Leadership, for example, encompasses a number of other skills including cooperating with others, planning & organizing, making decisions and verbal communication. Verbal communication itself involves various means of communication, some of which you may find easier than others - talking over the phone, making a presentation to a group or explaining something to a person with a more limited understanding of the topic. By improving one skill, you may also improve in a number of others.

The basis for this study is to analyze the gap in employability skills of management graduates with respect to their chances of recruitment and selection. To study what kind of training are the candidates availing so as to give an advantage over others in recruitment and for selection as there are many candidates applying for the jobs at the same time and it is also seen that many are not able to clear aptitudes and group discussions even though they are good in academics. It is to be seen whether the companies prefer to go for candidates with only good academics record or they prefer candidates with something extra apart from academics.

2. Literature Review:

Paranto and Kelker (1999) analyzed employers' satisfaction with job skills of business college graduates in a regional university in the US. They examined which skills employers perceived important when hiring business graduates. Recent studies have analyzed the earnings gains conveyed by nonacademic skills, including personality variables, and the interactions between cognitive and non-cognitive skills.

3. Importance of Topic

A candidate's degree will make him eligible to apply for jobs that specify "must be a graduate" and the subject or class of his degree may also be important to certain employers. But however good is the degree class, however relevant is the subject to the career that he'll be applying for, it is likely that he will be competing for this job with a number of other graduates who are equally well-qualified academically.

It is very difficult these days to compete with others just on academics' basis. If there are a hundred candidates applying for some ten vacancies with same academic degree,

then how would one be able to grab attention of the employers and get him selected for the job?

There are certain skill sets which apart from academics help an individual to fetch a job called as employability skills.

It is very important to understand as to how many individuals truly understand their position with respect to industry needs and are aware of the employability scenario. It

is very important to analyze whether they are aware of employability skills and its importance and to see what are they doing to get these skills. It is important to know the current trends in terms of employability skills which are being pursued by students for getting employment.

4. Objectives:

- To study the gap in employability skills of management graduates

5. Research Methodology:

The research paper based on secondary data collected. Data has collected from newspaper, books, magazines, reports, and websites.

6. Conclusion:

It is concluded that it would be more of a necessity to look into providing corporate training as it has become need of the hour, irrespective of the mainstream educational backgrounds of the students. It is prudent for the development of good and employable management graduates; mainstream education need to be changed according to the need of the corporates. More practical structure should be developed in mainstream education which should be useful for businesses rather than doing something that is only academic and not for professional world. It is thus concluded from the study that there is significant gap in the employability skill-sets of students as against the industry requirement. India has always been at the forefront of activities in the field of education

as well as commerce and to be a developing country like India it is of paramount importance that the generation of employment takes place in our country itself to boost the economy of our nation.

7. References:

- a. <https://www.kent.ac.uk/careers/sk/skillsintro.htm>
- b. Paranto, S. R., Kelker, M. (1999). “Employer satisfaction with job skills of business college graduates and its impact on hiring behavior”, *Journal of Marketing for Higher Education*, 1999, Vol. 9, pp. 3-6.

